BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Travel and Tourism Pearson BTEC International Level 3 Extended Certificate in Travel and Tourism Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 4: Customer Service in Travel and Tourism**
Learning aim	**D: Plan to monitor and improve customer service to achieve organisational objectives**
Assignment title	Things are Going to get Better!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work for a travel and tourism consultancy and have been asked to support an organisation that is looking to improve its customer service provision. The business knows that all aspects of customer service must be managed and monitored to ensure commercial success. You have been asked to look at how the organisation monitors customer service and reviews its customer experience and present your findings to the organisation as a written report and accompanying plan with recommendations.
Task 1	You should select an organisation to research for the completion of a plan on improving customer service. NB. *This can be the same organisation as Assignment A.* Write a report and a comprehensive plan to include: ● A discussion with analysis on how your selected

	travel and tourism organisation could develop its monitoring methods and use data to improve customer service consistent with its organisational objectives ● Justified and convincing recommendations for how the organisation could develop its monitoring methods and use data (such as passenger numbers, hotel occupancy rates, visitor attraction numbers and financial performance indicators) to improve customer service and increase customer loyalty in line with its organisational objectives. Valid references to the use of technology should be included. Examples of good practice in other organisations or contexts should be used to justify the recommendations and demonstrate a thorough investigation.
Checklist of evidence required	Written report and plan

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
4/D.D3	Present a comprehensive plan with recommendations about how a selected travel and tourism organisation could develop its monitoring methods and use data to improve customer service consistent with organisational objectives.
4/D.M4	Present a detailed plan analysing how a selected travel and tourism organisation could develop its monitoring methods and use data to improve customer service consistent with its organisational objectives.
4/D.P6	Present a basic plan explaining how a selected travel and tourism organisation could use monitoring methods and data to improve customer service consistent with its organisational objectives.

Sources of information to support you with this Assignment	Travel and tourism organisational visits, websites, guest speakers and work experience. **Books** *Dale, G. (2018) Pearson BTEC National Travel and Tourism Student Book Harlow: Pearson* Customer Service for Dummies by Karen Leland and Keith Bailey **Websites**

	www.instituteofcustomerservice.com Research, analysis and business performance data Netomi.com/how-ai-can-increase-customer-satisfaction-in-travel
Other assessment materials attached to this Assignment Brief	